

ORDER



Orders
Order / Rev: 216567
Alt Order #: 06866122
Product Desc: 10/24-10/29 BARACK OBAMA
Estimate: 2174
Flight Dates: 10/24/12 - 10/29/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Obama For America (D)
Demographic: A35+
Product Codes: PL1
Priority: P3
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN13209
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	27	\$13,350.00	\$11,347.50
10/29/12	10/29/12	5	\$1,950.00	\$1,657.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	27	\$13,350.00	\$11,347.50	0.00
November 2012	5	\$1,950.00	\$1,657.50	0.00
Totals	32	\$15,300.00	\$13,005.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	26%	\$15,300.00
Market	100%	\$58,846.15

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	19%	\$11,180.77
WGNT	14%	\$8,238.46
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	16%	\$9,415.38
WTVZ	11%	\$6,473.08
WVEC	14%	\$8,238.46

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/28/12	10/28/12	FOX News Sunday Fox News Sunday	CM	10-11a	-----S	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
FOX NEWS SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$75.00		0.00						
E 2	WVBT	10/24/12	10/26/12		CM	4-5p	--WTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00

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 Product Desc: 10/24-10/29 BARACK OBAMA
 Estimate: 2174

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 4-5p M-F 4-5p											
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	4		\$100.00		0.00						
E 3	WVBT	10/24/12	10/26/12	M-F 5-6p Steve Wilkos	CM	5-6p	--WTF--	:30	4	\$100.00	P4	0.00	NM	4	\$400.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	4		\$100.00		0.00						
E 4	WVBT	10/24/12	10/26/12	M-F 11-1130p 30 Rock	CM	11-1130p	--WTF--	:30	4	\$150.00	P3	0.00	NM	4	\$600.00
				EXTRA REVISE DAYS/DATES REVISE DAYS/DATES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--WTF--	4		\$150.00		0.00						
E 5	WVBT	10/26/12	10/26/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
				WVBT FOX NEWS<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	2		\$500.00		0.00						
E 6	WVBT	10/29/12	10/29/12	World Series World Series	CM	World Series	M-----	:30	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
				2012 WORLD SERIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$1,200.00		0.00						
E 7	WVBT	10/24/12	10/24/12	World Series World Series	CM	World Series	--W----	:30	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
				2012 WORLD SERIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$1,200.00		0.00						
E 8	WVBT	10/25/12	10/25/12	World Series World Series	CM	World Series	---T---	:30	1	\$1,200.00	P3	0.00	NM	1	\$1,200.00
				2012 WORLD SERIES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,200.00		0.00						
E 9	WVBT	10/27/12	10/27/12	College Football College Football	CM	College Football (3:30 PM-7:30 PM)	-----S-	:30	2	\$300.00	P3	0.00	NM	2	\$600.00
				FOX COLLEGE FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	2		\$300.00		0.00						
E 10	WVBT	10/28/12	10/28/12	NFL Redskins NFL Redskins	CM	NFL Redskins	-----S	:30	1	\$6,000.00	P2	0.00	NM	1	\$6,000.00
				REDSKINS FOOTBALL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00						
E 11	WVBT	10/28/12	10/28/12	Fox NFL Pre Game Fox NFL Pre Game	CM	Fox NFL Pre Gam	-----S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				FOX NFL SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$700.00		0.00						
E 12	WVBT	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM	4-5p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				STEVE WILKOS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$100.00		0.00						
E 13	WVBT	10/29/12	10/29/12	Springer M-F 5-6p Jerry Springer	CM	5-6p	M-----	:30	1	\$100.00	P4	0.00	NM	1	\$100.00
				JERRY SPRINGER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$100.00		0.00						

